

# Activities Tool Kit: Logo/Slogan Contest

## How-to Guidance

### Overview

A logo and/or slogan contest is a method to provide outreach to the public through kids that live, recreate, or go to school in a targeted neighborhood. Although children may not be your target audience since they are not always the family member walking the dog, children tend to provide draw for event press coverage. Wherever possible, try to involve their parents in the project through outreach in permission slips, brochures, preparation for the contest, and final acknowledgements or award winners. Children are great for talking about “poop,” and it’s always possible that they will bring the message home to their parents. If you are planning a pet waste campaign, a contest can be a great way to kick it off.

### Materials

- Training materials (See EnviroScape How-to Guidance)
- Press release (see Media Tool Kit)
- Permission slips (example provided)
- Contest award certificates (example provided on next page)

### Method

1. **Getting started:** Decide who you will target for your contest, i.e., school groups, scouts, clubs, camp groups, YMCA after school groups, etc. Consider the ages that you would like to work with and can handle the type of artwork or drawing you desire. Keep in mind, a small group will be much more manageable. Identify a contact person for the organization you want to target and get in touch to confirm that this will work before going further.
2. **Create an action plan and timeline:** There is nothing worse than not allowing enough time to meet and judge the entries before the awards. Allow at least two months to complete this project. Consider the remaining steps for your timeline.
3. **Design contest:** Confirm contest criteria or guidelines, i.e., materials, size, colors, detail. Design the guidelines so that you will be able to compare apples to apples. Be specific and keep in mind what you will use the logo and/or slogan for, i.e., T-shirts, website, and/or publications.
4. **Secure Prizes and/or make award certificates:** Donations for prizes can be obtained through local businesses and individuals. They can be anything from ice-cream cones to movie passes to T-shirts. If possible, it is nice to give certificates of appreciation to every contestant so that no-one feels left out.
5. **Provide kick-off event press releases and invite press:** Send out a press release three to four days before the kick-off (e-mail is preferred) and then call the day before to personally invite press. (See Media Tool Kit: Example Press Release)
6. **Kick-off contest:** This needs to include some training for the contestants to understand what you are looking for. You can use the poster or handout provided or make up your own. Another teaching tool is the EnviroScape model that can be borrowed from various organizations. (See the How-to EnviroScape for contact information)
7. **Contestants create designs:** Allow one to two weeks to complete design.

8. **Judge designs:** A committee needs to be selected to judge the designs based on your established criteria. Choose winners and runners-up.
9. **Notify winners and runners-up:** Contact the administrators of the organization you are working with to notify winners and their families. Make sure you have permission slips to use their work and to highlight the winners in the press.
10. **Provide winners announcement press releases and invite press:** Send out a press release three to four days before the announcement and then call the day before to personally invite press. Be sure to scan in winning logo and/or slogan to provide to press. (Press release example is provided.)
11. **Award winners and runners-up:** Hold an event. Include any committee members to assist with handing out certificates and awards. Be sure to take photos.
12. **Start producing:** Create your documents and T-shirts. Many of the documents already have templates in this guide that you can paste in your logo and/or slogan and other specific information.
  - a. Door Hangers: See "Door Hangers Example"
  - b. Brochures/Flyers: See Flyer
  - c. Website
  - d. Posters
  - e. Dog Bone Tags: See "Dog Bone Tags Template"

## Summary

A contest should be only considered if you feel confident that you have the resources of time, people and maybe a little bit of money (for production of T-shirts and maybe some prizes) to complete all of the tasks outlined above. In addition, you will need to have a program that will utilize the logo after the contest. The results can include a great product that can be used over and over again and some effective local publicity for your program.

### Example of Certificate

	<p><i>Official Certification of Training in</i></p> <p><b>Dog Waste Pollution Prevention</b></p> <p></p>
<p>For Participation in the _____</p> <p>Water Pollution and Dog Waste Prevention Activities</p>	
<p>is hereby awarded this Certificate of Volunteering</p> <p>in <b><i>Dog Waste Pollution Prevention.</i></b></p> <p>This certifies his/her knowledge of appropriate dog waste disposal techniques and awareness of everyone's ability to put a stop to water pollution from storm drain runoff!</p>	
<p>_____</p> <p>Sponsor</p>	<p>_____</p> <p>Date</p>